Orders

Order / Rev:

107386

Alt Order #:

06860593

Product Desc:

ROMNEY FOR PRESIDENT

Estimate:

444

Flight Dates:

10/03/12 - 10/09/12

Original Date / Rev:

Order Type:

10/02/12 / 10/05/12

GENERAL

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

American Rambler Productions

Buying Contact:

Billing Contact:

138 Conant St.

Beverly, MA 01915

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash Broadcast

EOM/EOC

15%

00:05:00

Advertiser

Name:

Priority:

Romney for President

Demographic:

A35+

Product Codes:

PLC02-Republican

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 10/01/12

10/09/12 91 \$92,775.00 \$78,858.75 Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	91	\$92,775.00	\$78,858.75	0.00
Totals	91	\$92,775.00	\$78,858.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$92,775.00
Market	100%	\$331,339.29

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$82,834.82
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KT N ∨	28%	\$92,775.00
KTUD	0%	\$0.00
KVVU	14%	\$46,387.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
U NK WN	5%	\$16,566.96

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
•	E 1	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp	w/Wa@M	6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
					M-F 6-7a WakeUp	w/Wagners								
	F	PLS AIR	1/DAY W	AKE W/W	AGNERS - 1/DAY									
		<u>Star</u>	t Date E	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	We	ek: 10/0	8/12 1	0/14/12	MT~~~~	2	\$700.00	0.00						

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KSNV

Order / Rev:

107386

10/03/12 - 10/09/12

Advertiser:

Romney for President

Ait Order #: Flight Dates:

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ROMNEY FOR PRESIDENT

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444

Ln Ch Break Start/End Time Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount \$700.001 KSNV 10/08/12 10/09/12 M-F 6-7a WakeUp w/Wa@M 6-7a MT----:30 2 0.00 NM \$1,400.00 M-F 6-7a WakeUp w/Wagners PLS AIR 1/DAY WAKE W/WAGNERS - 1/DAY End Date Start Date Weekdays Rating Spots/Week Rate Week: 10/08/12 10/14/12 MT----\$700.00 0.00 E 2 KSNV 10/03/12 10/05/12 M-F 6-7a WakeUp w/WaQM --W-F--:30 \$700.001 0.00 NM 2 \$1,400.00 M-F 6-7a WakeUp w/Wagners PLS AIR 1/DAY WAKE W/WAGNERS - 1/DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 --W-F--\$700.00 0.00 KSNV 10/03/12 10/05/12 Today Show CM 658a-9am --WTF--:30 3 \$900.001 0,00 NM 3 \$2,700.00 **Today Show** PLS AIR 1/DAY TODAY SHOW - 1/DAY Start Date End Date Weekdays Spots/Week Rate Rating 10/07/12 --WTF--Week: 10/01/12 \$900.00 0.00 E 4 KSNV 10/08/12 10/09/12 Today Show CM 658a-9am :30 0.00 NM MT-----2 \$900.001 2 \$1,800.00 Today Show PLS AIR 1/DAY TODAY SHOW - 1/DAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$900.00 0.00 KSNV 10/08/12 10/09/12 M-F Today Show II 3rd HBM 9-10a MT----:30 2 \$425,001 0.00 NM 2 \$850.00 M-F Today Show II PLS AIR 1/DAY TODAY SHOW 2 - 1/DAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$425.00 0.00 E 6 KSNV 10/08/12 10/09/12 M-F Today Show III 4th 13M MT----10am-11am :30 2 \$325.001 0.00 NM 2 \$650.00 Today 4th Hour PLS AIR 1/DAY TODAY SHOW 3 - 1/DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$325.00 0.00 KSNV 10/03/12 10/05/12 M-F Today Show III 4th 13 M 10am-11am --WTE--:30 3 \$325.001 0.00 NM 3 \$975.00 Today 4th Hour PLS AIR 1/DAY TODAY SHOW 3 - 1/DAY Start Date End Date Spots/Week Weekdays Rating Rate \$325.00 Week: 10/01/12 10/07/12 -WTF--3 0.00 KSNV 10/08/12 10/09/12 Rachael Ray CM 11am-12pm :30 2 \$325.001 0.00 NM MT----2 \$650.00 Rachael Ray PLS AIR 1/DAY RACHEL RAY - 1/DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 MT----\$325.00 0.00 KSNV 10/03/12 10/05/12 Rachael Ray CM 11am-12pm --WTF--:30 3 \$325.001 0.00 NM 3 \$975.00 Rachael Ray PLS AIR 1/DAY RACHEL RAY - 1/DAY Start Date End Date Weekdays Spots/Week Rate Rating 10/07/12 -WTF--Week: 10/01/12 \$325.00 0.00 E 10 KSNV 10/08/12 10/09/12 Noon News CM 12-1230pm MT----:30 2 \$425.001 0.00 NM 2 \$850,00 Noon News PLS AIR 1/DAY, NOON NEWS - 1/DAY Start Date End Date Weekdays Spots/Week Rate Rating MT Week: 10/08/12 10/14/12 \$425.00 0.00 E11 KSNV 10/03/12 10/05/12 Noon News CM 12-1230pm --WTF--:30 3 \$425.001 0.00 NM 3 \$1,275.00 Noon News PLS AIR 1/DAY, NOON NEWS - 1/DAY Start Date **End Date** Weekdays Spots/Week Rate Rating -WTF--Week: 10/01/12 10/07/12 3 \$425.00 0.00 E 12 KSNV 10/03/12 10/05/12 Days of our Lives CM 1258p-2pm ~-WTF--:30 3 \$425.001 0.00 NM 3 \$1,275.00 Days of our Lives PLS AIR 1/DAY, DAYS - 1/DAY **End Date** Spots/Week Rating Start Date Weekdays Rate Week: 10/01/12 10/07/12 --WTF--\$425.00 0.00 E 13 KSNV 10/08/12 10/09/12 CM 1258p-2pm MT----:30 2 \$425.001 0.00 NM 2 \$850.00

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Estimate:

444

Ln Ch	Start	End	Inventory Code	Brook	Start/End ⁻	Γime Days	Len Spo	nte	Data Bri	Rtg Type S	note	Amount
LII OII	Glant	LIIU	Days of our Lives	Dieak	OtaruLiid	Time Days	Len Opt	713	Tate III	rtig Type C	pots	Amount
			Days of our Lives									
		DAYS - 1/D		Cnoto AMook	Data	Doting				1		
<u>عرو</u> /Week: 10	rt <u>Date</u> 08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$425.00	<u>Rating</u> 0.00						
E14 KSNV			The Doctors	СМ	2pm-3pm	MT'	:30	2	\$325.001	0.00 NM	2	\$650.00
			The Doctors									
		. DOCTORS		Chain Allank	Data	Detina						
<u>Sta</u> Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
			The Doctors	CM	2pm-3pm	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
			The Doctors									
		, DOCTORS		0 1 84/ 1	- 1							
<u>Sta</u> Week: 10	<u>irt Date</u> /01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$325.00	<u>Rating</u> 0.00						
E 16 KSNV				CM	3-4p	MT	:30	2	\$450.001	0.00 NM	2	\$900.00
E 10 HOH	10.00.	10.00.12	Dr Phil	4	4 1P	• • • • • • • • • • • • • • • • • • • •		-	V 100.001	0.00	~	φυσο.σσ
		. DR PHIL - 1	1/DAY									
	art Date	End Date	<u>Weekdays</u> MT	Spots/Week		Rating						
Week: 10.		10/14/12		CM	3-4p	0.00 WTF	:30	3	\$450.001	0.00 NM	3	\$1,350.00
E II KONV	10/03/1	12 10/05/12	Dr Phil	OIVI	3-4p		.50	3	φ 4 50.00 Ι	O.OO INIVI	3	φ1,330,00
PLS AI	R 1/DAY	. DR PHIL -										
	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10		10/07/12	WTF	3		0.00	.00		Ф 7 05 004	0.00 NEA		A0 475 00
E 18 KSNV	10/03/1	12 10/05/12	NEWS 3 at 4 (1 if 4PM NEWS (1 ho	-	4-5pm (4:30 PM-5:	WTF 00 PM)	:30	3	\$725.001	0.00 NM	3	\$2,175.00
PLS AI	R 1/DAY	. NEWS - 1/I	,	Jul,	(1100111110)	,						
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10.		10/07/12	WTF	3		0.00						
E 19 KSNV	10/08/1	12 10/09/12	NEWS 3 at 4 (1 h		4-5pm (4:30 PM-5:	MT	:30	2	\$725.001	0.00 NM	2	\$1,450.00
PLS AI	R 1/DAY	. NEWS - 1/I	,	oui ;	(+.50 I WES.	001 111)						
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/14/12	MT	2		0.00						
E20 KSNV	10/08/	12 10/09/12	M-F Early News	CM	5-630p	MT	:30	2	\$1,200.001	0.00 NM	2	\$2,400.00
PLS AI	R 1/DAY	. NEWS - 1/I	M-F Early News DAY									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/08/12	10/14/12	MT	2	\$1,200.00	0.00				·		
E 21 KSNV	10/03/	12 10/05/12	M-Su Early News		5-630p	WTF	:30	3	\$1,200.001	0.00 NM	3	\$3,600.00
PI S AI	R 1/DAY	. NEWS - 1/I	M-Su Early News DAY	3						·		
-	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	WTF		\$1,200.00	0.00						
E 22 KSNV	10/08/	12 10/09/12	M-F Jeopardy	СМ	630-7pm	MT	:30	4	\$1,300.001	0,00 NM	4	\$5,200.00
DI S AI	D 2/DAV	' \A//N/AV QE	M-F Jeopardy P JEOP - 2/DAY W	//MIAV SED								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	MT	-	\$1,300.00	0.00						
E 23 KSNV	10/03/	12 10/05/12	M-F Jeopardy	СМ	630-7pm	TF	:30	3	\$1,000.001	0.00 NM	2	\$1,500.00
DIC 4	D 47DAY	TICOD 475	M-F Jeopardy									
	R 1/DAY art <u>Date</u>	JEOP - 1/D End Date	AY Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	TF		\$1,000.00	0.00						
	<u> Date R</u>		Description		rt/End Time		<u>Weekdays</u>	Len		Rtg Type		
			/I-F Jeopardy		-7pm		ThF	-	:30 \$750.0	0 0.00 NM		
•			.] N/A BUMP POLIT /I-F Jeopardy		-7pm		ThF	_	:30 \$750.0	0 0.00 NM		
,				CM	· · · · · · · · · · · · · · · · · · ·						0	ቀባ ድላሳ ሶሳ
EZ4 KSNV	10/08/	12 10/09/12	M-F Wheel M-F Wheel of Fo		7-730pm	MT	- :30	4	\$1,300.001	0.00 NM	2	\$2,600.00

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Flight Dates: 10/03/12 - 10/09/12

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Ln Ch Start End PLS AIR 1/DAY WHEEL - 1		Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week; 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00					
E 25 KSNV 10/03/12 10/05/12	P. M-F Wheel CM	7-730pm	TF	:30 2	\$1,300.001	0.00 NM	2	\$2,600.00
PLS AIR 1/DAY WHEEL - 1	M-F Wheel of Fortune /DAY							
Start Date End Date Week: 10/01/12 10/07/12		<u>Rate</u> \$1,300.00	Rating 0.00					
E 26 KSNV 10/08/12 10/09/12	P. M-F News 3 at Eleven CM	11pm-1135pn		:30 2	\$1,200.001	0.00 NM	2	\$2,400.00
PLS AIR 1/DAY NEWS - 1/	M-F News 3 at Eleven DAY							
<u>Start Date</u> <u>End Date</u> Week; 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00			1		
E 27 KSNV 10/03/12 10/05/12		11pm-1135pr		:30 3	\$1,200.001	0.00 NM	3	\$3,600.00
PLS AIR 1/DAY NEWS - 1/	M-F News 3 at Eleven DAY							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12 E 28 KSNV 10/03/12 10/05/12		\$1,200.00 1135p-1237a	0.00 WTF	:30 3	\$500.001	0.00 NM	3	\$1,500.00
PLS AIR 1/DAY. TONGIHT	Tonight Show	11000 12014		.00	4000.001	0.00 14141	Ū	Ψ1,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12	WTF 3		0.00					
E 29 KSNV 10/08/12 10/09/12	2 The Tonight Show CM Tonight Show	1135p-1237a	MT	:30 2	\$500.001	0.00 NM	2	\$1,000.00
PLS AIR 1/DAY. TONGIHT	SHOW - 1/DAY	D-4-	D-th					
Start Date End Date Week: 10/08/12 10/14/12	<u>Weekdays</u> <u>Spots/Week</u> MT 2	<u>Rate</u> \$500.00	Rating 0.00					
E 30 KSNV 10/04/12 10/04/12	•	9-10pm	T	:30 1	\$3,200.001	0.00 NM	1	\$3,200.00
OFFIC/PARKS	Thursday Prime 9-10pm							
Start Date . End Date Week; 10/01/12 . 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$3,200.00	Rating 0.00					
E 31 KSNV 10/05/12 10/05/12	•	9-10pm	F	:30 1	\$2,600.001	0.00 NM	1	\$2,600.00
GRIMM	Friday Prime 9-10pm					i		
Start Date End Date			Rating					
Week: 10/01/12 10/07/12 E 32 KSNV 10/05/12 10/05/12	F 1 2 Fri 10-11p CM	\$2,600.00 10-11pm	0.00 F	:30 1	\$3,200.001	0.00 NM	1	\$3,200.00
DATELINE	Friday Prime 10-11pm	·			. ,			•-•
Start Date End Date			Rating					
Week: 10/01/12 10/07/12		\$3,200.00	0.00	.00		2.00.1471	_	.
E 33 KSNV 10/06/12 10/06/12	2 Saturday Today CM Saturday Today	7a-9am	S~	:30 2	\$625.001	0.00 NM	2	\$1,250.00
SAT TODAY Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12	S- 2		0.00					
E34 KSNV 10/06/12 10/06/13	2 Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven	11pm-1135 p r	mS-	:30	\$1,100.001	0.00 NM	1	\$1,100.00
NEWS		_						
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12		<u>Rate</u> \$1,100.00	Rating 0.00					
E 35 KSNV 10/06/12 10/06/12	Nevada Newsmakers - CDM	5:00- 6:00am		:30	\$825.003	0.00 N M	1	\$825.00
NEWS	Nevada Newsmakers - Ch.3	(5:00 AM-5:30	0 AM)					
Start Date End Date			Rating					
Week: 10/01/12 10/07/12 E 36 KSNV 10/06/12 10/06/13	S- 1 Nevada Newsmakers - CCM	\$825,00 5:00- 6:00am	0.00 nS-	:30	\$825.003	0.00 NM	1	\$825.00
	Nevada Newsmakers - Ch.3	(5:30 AM-6:0				- / /	•	, 5= 5100
NEWS						I		

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Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots Rate	Pri Rtg Type	Spots	Amount
E36 KSNV	10/06/1	2 10/06/12	Nevada Newsmak		5:00- 6:00an		:30	1 \$825.0	0.00 NM	1	\$825.00
NEWS			Nevada Newsmak	kers - Ch.3	(5:30 AM-6:0	O AM)					
<u>Star</u>	rt Date	End Date		Spots/Week	Rate	Rating					
Week: 10/0 E 37 KSNV		10/07/12	News 3 Sunrise	1 Nacinical	\$825.00 6a-7a	0.00 s	:30	1 \$350.0	01 0.00 NM	1	\$350.00
LOT RONV	10/07/1/	2 10/0//12	News 3 Sunrise S		Qu-1 u	···· J	.50	ι ψυσυ.υ	0.00 INIVI	'	Ф 350.00
NEWS		E. J. D. L.	Modulation	0 444		B. #					
<u>Stai</u> Week: 10/	rt <u>Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00					
E 38 KSNV			Sunday Today	СМ	7a-8am	S	:30	1 \$750,0	01 0.00 NM	1	\$750.00
Cundau	Today		Sunday Today								
Sunday Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	S	1	\$750.00	0.00					
E39 KSNV	10/07/1	2 10/07/12	NFL Pre-Game / F	FNA CM	1p-530pm	S	:30	1 \$2,400.0	01 0.00 NM	1	\$2,400.00
FOOTB	ALL IN A	MERICA	NFL Pre-Game								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/		10/07/12	NEL ENII		\$2,400.00	0.00		0.440.000.0		_	
E40 KSNV	10/07/1	2 10/07/12	NFL Football NFL Football	СМ	1P-9PM	S	:30	2\$10,000.0	0.00 NM	2	\$20,000.00
PLS GIV	/E MAX	SEP. NFL - I	PLS GIVE MAX SE								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$10,000.00	Rating					
Week: 10/0 E41 KSNV		10/07/12 2 10/07/12	Jeopardy in PRIM			0.00 / SUNS	:30	1 \$1,200.0	01 0.00 NM	1	\$1,200.00
241 1,011	10/01/1		Jeopardy in Prime		10,00,00,00	3	,00	1 41,200.0	0.00 1410	'	Ψ1,200.00
JEOP	-i D-1-	Fuel Data	We alceled	Consta AMente	Dete	Dalina					
<u>ى ام</u> /Week: 10	<u>rt Date</u> 01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00					
E 42 KSNV	10/07/1	2 10/07/12	LAW & ORDER (s	synd) P&M	M-SA 8-11p	/ SUNS	:30	1 \$1,200.0	0.00 NM	1	\$1,200.00
L&O			Law & Order (syn	d) PRIME							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	01/12	10/07/12	S		\$1,200.00	0.00					
E 43 KSNV	10/07/1	2 10/07/12	Sa-Su News 3 at 1		11pm-1135p	mS	:30	2 \$1,100.0	0.00 NM	2	\$2,200.00
NEWS			Sa-Su News 3 at	Eleven							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/		10/07/12	S		\$1,100.00	0.00		4 44 000	0.00 1/10		4555
N44 KSNV	10/03/1	2 10/03/12	Jeopardy in PRIM Jeopardy in Prime		W-SA 8-11p	/ SUNW	:30	1 \$1,000.0	0.00 NM	1	\$750.00
PLS AIF	R 1/DAY	JEOP - 1/D/		-							
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	Rate	Rating				ł	
	Date Ra		escription		\$1,000.00 <u>t/End Time</u>	0.00 V	Veekdays	<u>Length</u>	Rate Rtq Type		
			eopardy in PRIME		A 8-11p / SUN	_	-W		750.00 0.00 NM		
N45 KSNV	10/03/1	2 10/03/12	Wheel of Fortune	in PRIMM	M-SA 8-11p	/ SUNW	:30	1 \$1,300.0	0.00 NM	1	\$1,300.00
PLS AIF	R 1/DAY	WHEEL - 1/	Wheel in Prime DAY								
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/		10/07/12	W		\$1,300.00	0.00					.
N 46 KSNV	10/08/1	2 10/09/12	Late Night w/Fallo		1237a-136a	m MT	:30	1 \$75.0	0.00 NM	1	\$75.00
										-	
<u>Sta</u>	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					